

Message Text

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17

ACTION NEA-10

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O R 021150Z FEB 76
FM AMEMBASSY TEHRAN
TO USDOC WASHDC IMMEDIATE
INFO SECSTATE WASHDC 5399

UNCLAS TEHRAN 1039

E.O. 11652: NA

TAGS: BEXP, IR

SUBJ: MARKET RESEARCH: MULTIPLE STUDY CONTRACT-IRAN

1. FIVE MARKET RESEARCH FIRMS WERE SOLICITED FOR PORPOSALS FOR MULTIPLE RESEARCH STUDIES. THREE DID NOT SUBMIT QUOTATIONS/PROPOSALS (ENMAC, MSM-MARKETING AND SALES MANAGEMENT LTD., AND QC ENGINEERING). BOTH ENMAC AND QC NOTED THAT IF TIME FRAME FOR COMPLETION OF STUDIES WAS STRETCHED OUT, THEY WOULD SUBMIT BIDS.

TWO FIRMS BID AS FOLLOWS:

2. IMRO IRAN MARKET RESEARCH ORGANIZATION

COST: TOTAL \$17,700-\$18,200(FOUR STUDIES)

A. HEATING-\$4,500-\$5,000

B. EDUCATIONAL SYSTEMS-\$4,200

C. COMMUNICATION EQUIPMENT-\$5,000

D. TEXTILE EQUIPMENT-\$4,000

COST OF TWO ADDITIONAL SUTDIX : \$4,000 EACH.

STUDIES WOULD BE CONDUCTED UNDER THE DIRECTION OF DR.
A.M. ARBABI OF IMRO.

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3. MARKETING SERVICES AND RESEARCH ASSOCIATES (MSR),

SUBMITTED BY KALYAN DAS.

COST: TOTAL - \$17,850 (NOT BROKEN DOWN BY STUDY)

NO. OF INTERVIEWS: HEATING-103

EDUCATION SYSTEMS-80

COMMUNICATION EQUIPMENT - 65

TEXTILE EQUIPMENT - 63

COST OF TWO ADDITIONAL STUDIES: \$8,900.

4. RECOMMENDATION: THE IMRO PROPOSAL DOES NOT OFFER AS MUCH DETAIL AS MSR'S BUT THIS IS ATTRIBUTABLE TO POST'S REQUEST THAT PROSPECTIVE BIDDERS SUBMIT QUOTATIONS AND VERY BRIEF PROPOSALS IN VIEW OF SHORT TIME LEAD. USDOC HAS HAD EXPERIENCE BOTH WITH MSR AND WITH DR. ARBABI. HOWEVER, AS EXPERIENCE WITH MSR IS MORE EXTENSIVE AND OF VERY RECENT DATE, WITH WE BELIEVE MUTUALLY SATISFACTORY RESULTS, POST RECOMMENDS THAT MSR BE AWARDED MULTIPLE RESEARCH CONTRACT.

5. PROPOSALS BEING AIRPOUCHED TO COMMERCE OIM/MRD-214
FEBRUARY 2.
HELMS

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NNN

Message Attributes

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